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### **Airlines sustainable marketing concept in the face of global challenges**

*The aggravation of the global environmental situation is a direct result of the depletion of natural resources and climate change on Earth. Accordingly, the aviation industry and its rapid development is directly one of the factors of environmental degradation. Sustainable marketing allows you to solve at least a part of these problems, encouraging consumers and manufacturers to focus on the impact of aviation on the environment.*

In today's world, the issue of ecology and problems of environmental pollution is increasingly highlighted. The problem of global warming, which is caused by many factors, is gaining special relevance, one of which should be considered the development of air transport.

The negative consequences of the development of the scientific and technical industry were not only direct, but also side effects on the surrounding natural environment. It is also worth noting that the aviation industry can cause a decrease in raw materials and their reserves, energy resources, etc. Environmental pollution directly has a negative impact on human health.

Aircraft engines release harmful particles like any other emissions that are the result of burning fuel. Airplanes usually emit harmful gases, for example: carbon oxides (CO), nitrogen oxides (NO), water vapor, etc.

An ever-increasing carbon footprint is unacceptable for any industry, so all aviation industries are working hard to reduce greenhouse gas emissions.

Airplanes are not the only source of aviation emissions. Airport approach vehicles and ground transportation typically burn fuel and produce similar emissions. This includes traffic to/from the airport, shuttle buses and minibuses serving passengers, and ground support equipment serving aircraft. Other common sources of airport emissions include auxiliary power units that provide power and air conditioning to aircraft parked at airport terminal gates, stationary airport power supplies, and construction equipment operating at the airport.

Greenhouse gas emissions in the economy of the European Union in the first quarter of 2022 increased by 6% compared to the corresponding period of 2021 - up to 1,029 million tons of CO<sub>2</sub> equivalent. Greenhouse gas emissions increased in all sectors compared to the same period in 2021, with the exception of households, which remained at the previous level - 245 million tons of CO<sub>2</sub>-equivalent. The largest growth was recorded in transportation - by 21% [1].

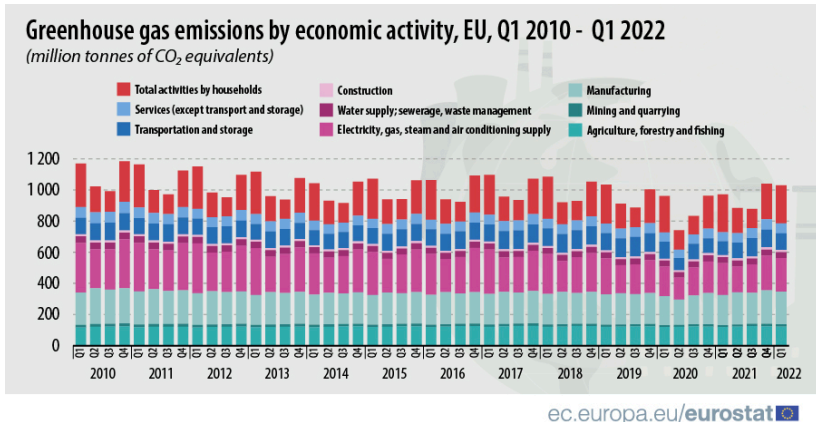


Fig. 1. Greenhouse gas emissions in EU

Governments and environmental organizations are increasingly focusing on the environmental impact of air travel, and airlines have begun to respond to the growing awareness of their environmental impact.

Sustainable marketing is gaining more and more popularity in today's world, both among businesses and among consumers.

Sustainable marketing can be defined as a particular approach to markets that focuses on the use of goods and services that are environmentally friendly. Balanced marketing is important because it is a way for companies to address environmental and social issues in their overall marketing [2].

The theory of resource advantages, which is used to implement the principles of sustainable marketing in the aviation sector, deserves special attention. This theory will be extended to the air transport sector by creating green market segments, analyzing the image of the green brand among air travelers and evaluating the market orientation strategy.

Environmental communication is key for airlines because actual environmental performance does not affect the airline's environmental positioning. However, it is important that any environmental claims are substantiated, as environmental groups and government regulators may give them a different assessment [3].

Due to the fact that the issues of sustainable development have become relevant for airlines, the environmental centers of airlines have united around the issues of reducing carbon emissions, waste and noise disposal, increasing the efficiency of water use and protecting biodiversity[4].

It should be noted that consumers' environmental awareness is growing every day under the influence of social media, and their consumption habits are constantly changing. Such a situation leads to an increase in society's demands for environmental friendliness and creates increasing pressure on business.

## **Conclusion**

Aviation is a complex and vital industry that serves the entire world. Aviation pays great attention to safety, which requires the use of only proven and technically reliable technologies to reduce the impact on the environment. Aircraft have a high cost and a long service life, which requires a long time to introduce new technologies into the fleet. Airframe and engine manufacturers, as well as airlines, will need to invest capital in building and operating aircraft with new aviation technologies to reap the environmental and operational benefits.

Aviation is gradually improving its environmental performance. This means a commitment to act in balance with the environment and to support beneficial environmental mitigation practices.

## **References**

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